



Career Story Training Aid

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Build Your Career Story

1. Develop a long list of *YOUR* most satisfying work efforts
 - Write each of them in a one sentence summary
 - Use the questions on the following pages to get your thoughts going
 - Spend a few hours at this and then sleep on it
 - Then ask colleagues and former bosses for ideas
 - Review the list and make additions based on any thoughts you've had since your first pass
 - You need at least 10 if you are early in your career and may have 30-50 if you are more senior
2. Choose the experiences from your list that excited *YOU* most and briefly expand on why you were successful and why you enjoyed the effort
 - Have at least 5 if you are early in your career and 20 if you are more senior
3. *Fully Analyze* each of these stories using the template format provided in your handout and summarized on the next few slides

1921



90
Years



Build Your Career Story

Questions to Ask Yourself

- What things did I do that I, my team and/or my boss got kudos for?
- Why did I get promoted when I got promoted?
- When did a team I led or worked on get strong results and get rewarded for their efforts?
- What did I accomplish that significantly impacted the bottom line by increasing sales or reducing costs?
- What process, system or organization change did I advocate and/or execute that saved money or time?

Build Your Career Story

Questions to Ask Yourself (Continued)

- Was there an idea that I developed that resulted in strong improvement in results?
- What project did I work on that added great value?
- What solutions did I deliver to resolve major problems?
- What awards or letters of commendation did I receive and for what?
- What did I do to make work easier?
- When did I improve internal or external customer service?
- When did I show strong leadership in a challenging or emergency situation?



Developing Your Stories Exercise

Using the story development template

Start by briefly summarizing the activity

Provide a summary an activity you enjoyed

Increased company sales and profits significantly by leading the marketing effort for a new product line



Developing Your Stories Exercise

Using the story development template

Explain the main accomplishment

What did you enjoy?

What did you do best?

What was the main accomplishment for you?
Increased company sales and profits

What about it did you enjoy most?
Working with potential customers to sell them on the value of the new product

What did you do best?
Provided a strong interface between our product development staff and the customer

Developing Your Stories Exercise

Using the story development template

What motivated you most?

Why were you involved?

How well did you work with others?

What was your key motivator?

I enjoy engaging with people to deliver value

What led up to you getting involved?

The new product was a potential replacement for an existing product that I was already managing

What was your relationship with others?

I had a very strong relationship with our business development staff and our customers. The relationship with our manufacturing staff was professional, but strained at times.

Developing Your Stories Exercise

Using the story development template

What was the environment?

What was the subject?

What key skills did you use?

What was the environment?

High pressure because we needed to beat our largest competitor in this space to market with a better product

What was the subject matter?

Marketing, product development, product technical service and matrix management

What key skills led to success?

Strong communications, influence management and marketing skills were key. Additionally, I needed to understand the clients and our technical issues to solve key issues that came up during deployment. I also needed to work well with our product development and manufacturing staff.

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GALLERIANS
Search like a Gladiator

Build Your Life Story Summary

1. Develop a long list of *YOUR* most satisfying work efforts
2. Choose the experiences from your list that excited *YOU* most and briefly expand on them
3. *Fully Analyze* each of these stories
4. Use these stories to develop *YOUR* killer achievement statements